Preliminary Amendment for New Continuation Application of USSN 10/010,556

Remarks

This Preliminary Amendment is being co-filed with and forms a part of a new Continuation Application of allowed US patent application Serial No. 10/010,556, filed November 8, 2001 (the "'556 Application"). The latter application is to be abandoned upon granting of a filing date to this Continuation Application. With the exception of claims 12, 13, 34 and 35, the claims of this Continuation Application, as amended by this Preliminary Amendment, are substantially the same as those allowed in the '556 Application and/or as submitted in the pending Amendment After Allowance (Section 312 Amendment) filed in the '556 Application. differing from the foregoing are mostly editorial in nature and/or make all claims consistent with the claims as amended in the Section 312 Amendment. Claims 12 and 13 are substantially the same as originally presented in the parent application. Claims 34 and 35 present alternate embodiments for controlling the display to be presented. It is not believed that any new matter has been introduced inasmuch as any substantive changes are consistent with changes previously made in the '556 application and/or are explicitly or inherently supported by the specification. This continuation application is being filed in order to allow the Patent Office to consider art identified in a European Search Report issued with respect to a corresponding European Patent Application as submitted with the accompanying Information Disclosure Statement.

Please note that all correspondence with respect to this application is to be directed to the undersigned at the address set forth below and on the Application Transmittal form.

Respectfully submitted,

Edward K. Welch II
Attorney for Applicants

Reg. No. 30,899

Ad Media Displays, Inc.

Tel.: 239-513-9169 Fax: 239-513-1698

e-mail: welched@comcast.net